



Travel Montana Selects CTAP Communities

The communities of Kalispell, Malta/Phillips County and White Sulphur Springs have been selected to participate in the Community Tourism Assessment Program (CTAP). The eight-month-long assessment process is designed to help Montana communities determine how tourism can help diversify and expand their area economy. The tourism assessment program is provided to the communities through the Montana Commerce Department's Travel Montana program, MSU Extension and the University of Montana's Institute for Tourism and Recreation Research (ITRR).

"Our experience shows that communities greatly benefit from the information obtained by going through this tourism assessment process," said Montana Commerce Department Director Mark Simonich. "For example, Choteau added a new hotel while Lewistown created the Charlie Russell Chew Choo Dinner Tour Train, both helping local businesses and creating new jobs. Kalispell, Malta/Phillips County and White Sulphur Springs now have the opportunity to strengthen their tourism appeal and economic health." Twenty-three rural Montana communities have completed this program.

After the initial analysis, the community and its assessment partners identify potential tourism products that can be developed in the area. They then determine the social,

economic and environmental impacts, positive and negative, that are expected to result from this product development. Once the analysis and assessments are completed, the community determines what tourism-related projects, if any, should be pursued.

Here's A Big Tip

Thirty-three Montana tourism infrastructure projects submitted applications for a portion or all of the \$150,000 in Tourism Infrastructure Investment Program (TIIP) Grant funds available this year. The combined projects requested just under \$1.6 million in grant funding.

The majority of the TIIP Grant applications involved museum projects (12 total). The other projects fit into the general categories of recreational facilities, historical properties, interpretive displays, wildlife facilities, edu-tourism facilities, visitor information centers, interpretive centers, a theater and a state park.

The TIIP applications will be reviewed by the TIIP Scoring Committee during September. The committee will submit their funding recommendations to the Montana Tourism Advisory Council at the October meeting in Lewistown. The TAC-approved grant award list will be sent on to Governor Martz for final approval. The official TIIP Grant award announcement is anticipated in mid-October.

Since TIIP was created in 1995, over \$1.3 million in Travel Montana's state "bed tax"

funds have been invested in 28 tourism projects in 23 Montana communities.

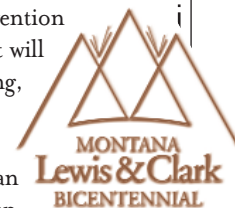
Hot Off the Press

The Publications Office has recently revised the Montana's Indian Country brochure.

The brochure is a partnership project involving the Montana Tribal Tourism Alliance (MTTA) membership with assistance from the Montana Coordinator of Indian Affairs Office, and the executive director the Montana/Wyoming Tribal Leaders Council. These partners provided Travel Montana with updated information on the state's seven reservations and Montana Indian tribes and supplied photos and constructive comments on the brochure layout and design. Travel Montana has also created a supplementary website indiannations.visitmt.com. For copies of the publication call Travel Montana at (406) 444-2654.

Lewis and Clark Head to Billings

The Lewis and Clark Bicentennial Commission will hold its third Annual Fall Conference on October 11-12, 2001, at the Billings Hotel & Convention Center. The two-day event will offer sessions on fundraising, educational opportunities, the significance of the Bicentennial to Montana, an update of Bicentennial happenings on a national, regional and statewide level, and the Native American perspective of the commemoration. If you have not received your conference registration form in the mail visit the commission's website at montanalewisandclark.org on the "what's new" page or call (406) 433-2109.



Did You Know?

- Helena was recently ranked 59th in the most recent edition of the "100 Best Small Art Towns in America."
- Missoula was named as one of the top 10 Dream Towns to live, in the September issue of *Outside* magazine. Potosi Hot Springs Resort was also featured in the same issue.
- The "Update" is available electronically. To receive this monthly publication online you may sign up on our Intranet site www.travelmontana.state.mt.us

On the Road Again

Travel Montana's Publicity Office and the state's six tourism regions have organized 16 media tours for the summer and fall season. Over 60 travel writers have already visited the state.

The writers on these trips came with assignments from such publications as *Home & Away* magazine, *Chicago Tribune*, *Bride's Magazine*, *Sun Sentinel Community News Group*, *Women in the Outdoors Magazine*, *Providence Journal*, *Toronto Sun*, *Gannet News Service*, *The Raleigh News Observer*, *The Boston Herald*, *ARTnews*, *Richmond Times-Dispatch*, *London Sunday Times*, *Edmonton Sun Journal*, *North Idaho Newspapers*, *Travel Weekly*, *Houston Tribune*, *Expedia.com*, *Grand Rapids Magazine*, *Mountain Living*, *Trailer Life* and *Travel World Radio*.

The media tours were as diverse as Montana's landscape and cultural treasures. The writers experienced wagon trains and dinosaur digs in Missouri River Country, visited some of the most romantic spots in Yellowstone Country, explored outdoor opportunities along the Rocky Mountain Front in Russell Country, floated and fished the rivers in Glacier Country, and spent their nights at some backroads B&Bs in Custer Country. Gold West Country will highlight its hot springs hotels and historic sights this October.

In addition to the group tours, the Publicity Office has organized individual tours on a range of Montana topics for writers with *Motorhome*, *Fifty Plus Magazine*, *Fly Life Magazine*, *The Sydney Australia Sunday Telegraph*, *Men's Journal*, *New York Times*, *Reunions Magazine*,

St. Louis Post Dispatch, *Chicago Tribune Media Service*, *Cox News Service* and *eAngler.com*.

You Ought to Be in Pictures Film Office News

The Montana Film Office reports that U.S. Senator Blanche Lincoln D-Arkansas recently introduced Senate Bill 1278 into Congress. The bipartisan-sponsored bill offers a wage tax credit to employers on U.S.-based productions with labor costs of more than \$200,000 and less than \$10 million. The bill is an attempt to offset similar credits offered by foreign governments to lure U.S.-based productions to shoot in their country. The U.S. Commerce Department estimates that "run-away" film production has cost the American economy as much as \$10 billion a year.

For the past five years the Film Office has received many inquiries from production companies wanting to film in the state, but unfortunately many of these films have opted to shoot in Canada because of economic incentives offered by our northern neighbors. However, on the bright side, there has been an increase in calls this summer about shooting various types of projects in the state. We will keep you posted on the bill's progress.

Summer Production Activity

Commercial

Lexus—Blackfeet Reservation/Glacier National Park

Montana Silversmiths—Columbus

Old West Adventure Camp—Bozeman

Still Shoots

Toyota—East Glacier area/Blackfeet Reservation

Television

Custer: 125 Years, PBS/University of Nebraska—Little Bighorn Battlefield/Crow Reservation

Dinosaurs, History Channel—Jordan area
Into the Wild with Jules Sylvester, Discovery Channel—Fort Belknap Reservation

Lewis and Clark Reenactment, Discovery Channel—Various state locations

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Calendar of Events

September

- 6-13 Amtrak through Glacier National Park Fam—Glacier Country
- 13-16 Autumn Adventure In & Around Yellowstone Park Fam—West Yellowstone
- 18-21 Lufthansa Fam (Italy)
- 23-Oct. 1 Missions, Museums and Musicals Fam Tour—Glacier Country
- 30-Oct. 6 Mega-Fam (Italy, United Kingdom, Germany, France, Belgium, Netherlands)

October

- 1-2 Tourism Advisory Council Meeting—Lewistown
- 9-11 IT&ME—Chicago
- 9-13 Hot Springs, History and Hospitality Fam Tour—Gold West Country
- 11-12 Lewis and Clark Bicentennial Commission Meeting—Billings

For all of the latest Montana tourism industry information log on to Travel Montana's Intranet site:
travelmontana.state.mt.us.



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